



Happy 1st Birthday Campaign

The Goal

To increase the awareness of new parents on the importance of beginning oral health care for their infant no later than their child's first birthday. Specifically, to encourage parents to brush their child's teeth and take them to the dentist by age one.

The Plan:

Distribute *Happy First Birthday* cards statewide to infants celebrating their first birthday. Include a toothbrush with the card to encourage parents to brush their child's teeth. Medical and dental providers serving families and children as well as Head Start and WIC programs can distribute the cards.

How Can You Help?

Give out the birthday cards to parents of young infants on a consistent and regular basis. Complete the form below to order the number of cards and toothbrushes you will need. **Fax the form to the DHEC Oral Health Division at 803-898-2065.**

Additional Questions?

Contact the Oral Health Division at 803-898-0194 OR email Chris Veschusio in the Oral Health Division at the SC Department of Health and Environmental Control at VESCHUCN@dhec.sc.gov

Order Form

Please complete the form below to order *Happy First Birthday* cards and toothbrushes. Please print.

Name: _____

Address: _____

Phone number: _____ Fax Number: _____

Email: _____

Please indicate quantity needed:

Needed

1st Birthday Cards
Toothbrushes